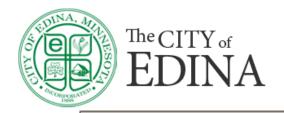




## Additional Resources: Windsource®

Goals and Strategies	
Goals	Double the usage and double the average amount subscribed within 18 months. (675 new Windsource® subscribers, average subscription of 534 kWh per month)
Strategies	<ul> <li>Leverage local events to have tabling and on-the-spot registration for Windsource®         <ul> <li>April forum</li> <li>Potential for incentives</li> <li>Could include some commercial events</li> </ul> </li> <li>Leverage the larger information campaign to distribute information</li> <li>Target existing subscribers to increase their subscription amounts</li> </ul>
	<ul> <li>Additional Ideas:</li> <li>Leverage case studies</li> <li>Collaborate with local businesses to provide incentives</li> <li>Leverage local known leaders, such as "Walks with the Mayor"</li> </ul>

Additional Information	
Campaign Information	<ul> <li>Xcel Energy recently launched a campaign with an objective being to encourage subscribers to increase subscription amounts to 100%.</li> <li>Strategies included using statistics around the environmental impact of trees, making subscription increases easy for customers, leveraging digital platforms, tying it in with a year-end "thank you," and using graphics to engage customers.</li> <li>Once customers arrived at personalized online sign-up form, 43% increased their subscription.</li> <li>Emails had a 30% open rate, 3.6% clicked through</li> </ul>



## **PARTNERS IN ENERGY**

AN XCEL ENERGY COMMUNITY PARTNERSHIP

### **Consumer Information**

- 21,277 residential premises in Edina
- Current number of subscribers is 675
- Current average subscription is 267 kWh/month
- In 2014, Windsource® cost \$0.68 per block (100 kWh) per month.
- Current Edina participation is 3.2%
- Maplewood participation is 2.4%
- St. Louis Park participation is 2.2%
- Red Wing participation is 2.1%

# Sign-Up Process

### My Account

#### www.xcelenergy.com/windsource

- Provide name
- Provide account number (optional)
- o Provide address
- Provide email
- Select subscription level
- o Select how you heard about Windsource®
- Promo code (optional)
- Select that you understand that Windsource® is an additional charge on your electric bill.

### **Current Edina Subscription Breakdown:**

